

1. A gaming device, comprising:
 - a scanner for scanning a bar code corresponding to a product identification;
 - processing means for receiving the bar code from the scanner, for translating the bar code to game data and for determining whether the game data are compatible game data; and
 - a storage medium for storing the compatible game data.

2. The gaming device of claim 1, wherein the game data comprise game character data.

3. The gaming device of claim 1, wherein the gaming device is a hand-held gaming device.

4. The gaming device of claim 1, wherein the scanner comprises a light-emitting diode.

5. The gaming device of claim 1, further comprising:
a screen for displaying a menu according to signals from the processing means;
and
controls for making selections from the menu.

6. The gaming device of claim 1, further comprising a look-up table stored in the storage medium to which the processing means refers when translating the bar code to game data, wherein the look-up table correlates a plurality of different bar codes to a plurality of different game data.

7. The gaming device of claim 1, wherein the bar code comprises a European Article Numbering code.

8. The gaming device of claim 1, wherein the bar code comprises a Universal Product Code.

1 9. The gaming device of claim 1, wherein the bar code comprises a Global Trade
2 Item Number code.

1 10. The gaming device of claim 1, wherein the bar code comprises a Global Location
2 Number code.

1 11. The gaming device of claim 1, further comprising a speaker.

1 12. The gaming device of claim 5, wherein the processing means causes a contest to
2 be staged on the screen when the processing means determines that the game data are
3 incompatible game data.

1 13. The gaming device of claim 5, further comprising a communication port for
2 transmitting signals between the gaming device and a second gaming device.

1 14. The gaming device of claim 12, wherein the incompatible game data correspond
2 to an enemy game character.

1 15. The gaming device of claim 12, wherein the contest is a battle.

1 16. The gaming device of claim 15, wherein the processing means causes a battle to
2 be conducted according to a set of rules stored on the storage medium of the gaming
3 device, wherein the battle is graphically displayed on the screen, wherein the battle is
4 conducted between the compatible game data stored on the storage medium of the
5 gaming device and incompatible game data stored in a second storage medium associated
6 with the second gaming device.

1 17. The gaming device of claim 13, wherein the communication port comprises;
2 a first tab for fitting into a first slot of the second gaming device;
3 a second slot for receiving second tab of the second gaming device; and
4 a plurality of contacts for transmitting data between the gaming device and the
5 second gaming device.

1 18. A gaming device, comprising:
2 a simulated scanner which emits a light;

3 a pressure sensitive switch proximate the simulated scanner;
4 a random number generator which generates a code when activated by the
5 pressure sensitive switch; and
6 a processor for correlating the code with a feature of a game.

1 19. The gaming device of claim 18, wherein the feature is a game character.

1 20. The gaming device of claim 19, wherein the processor determines whether the
2 game character is compatible with the gaming device.

1 21. The gaming device of claim 20, further comprising a storage medium, wherein the
2 processor causes the code to be stored in the storage medium when the processor
3 determines that the game character is compatible with the gaming device.

1 22. The gaming device of claim 20, further comprising:
2 a display; and
3 a speaker, wherein the processor controls the display and the speaker to simulate a
4 battle with the game character when the processor determines that the game character is
5 not compatible with the gaming device.

1 23. A gaming device, comprising:
2 a case small enough to be held in a single hand of a user;
3 a scanner disposed on a first side of the case, the scanner comprising at least one
4 light-emitting diode configured to read bar codes;
5 a controller disposed within the case, wherein said controller correlates read bar
6 codes to one of a plurality of game data associated with a game;
7 a storage device within the case for storing a set of rules for the game and for
8 storing at least a portion of said plurality of game data; and
9 a coupling device for coupling the gaming device with a second gaming device,
10 the coupling device comprising a transmitter and a receiver.

1 24. The gaming device of claim 23, wherein the coupling device further comprises:
2 a first tab configured to fit into a first slot of the second gaming device; and
3 a second slot configured to receive a second tab of the second gaming device.

1 25. The gaming device of claim 23, wherein the case of the gaming device comprises
2 a logo associated with the game data selected by the controller.

1 26. The gaming device of claim 23, wherein the case of the gaming device comprises
2 a color associated with the game data selected by the controller.

1 27. The gaming device of claim 23, further comprising:
2 a screen disposed on a second side of the case for displaying a plurality of images
3 and a plurality of menus according to signals from the controller; and
4 a plurality of controls disposed on at least the second side of the case, at least one
5 of the controls allowing a user to select options from a menu.

1 28. The gaming device of claim 23, wherein the coupling device is disposed on the
2 first side of the case.

1 29. A gaming device, comprising:
2 a scanner for scanning a product identification number of a Universal Product
3 Code, the primary meaning of the product identification number being the identification
4 of a commercial product;
5 processing means for receiving the product identification number from the
6 scanner, for assigning a secondary meaning to the product identification number, the
7 secondary meaning corresponding with a monster belonging to one of a plurality of tribes
8 and for determining whether the monster belongs to a specific tribe of said plurality of
9 tribes, the specific tribe associated with the gaming device;
10 a storage device within the case for storing a set of rules for the game and for
11 storing monster data for monsters belonging to the specific tribe; and
12 a coupling device for coupling the gaming device with a second gaming device,
13 the coupling device comprising a transmitter, a receiver, a first tab configured to fit into a
14 first slot of a second gaming device and a second slot configured to receive a second tab
15 of the second gaming device.